

Faculty of Higher Education

Subject Code	EVE606
Subject Name	Social Media and Brand Strategy
Credit points	6
Study Level	Year 2
Delivery mode	On campus
Location	Melbourne
Prerequisites	None

Subject Coordinator
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Subject Overview	Social media channels play a key role in defining the event in the eyes of both the consumer and the broader community. Consumer attitudes about an event are often formed well before the event actually occurs. In this subject students will develop events as brands and social media strategies including developing key messages, and creating engaging content for different target audiences across a range of communication platforms. This subject builds on the concepts developed in Introduction to Marketing to look at how best to engage targeted consumer profiles in order to build brands and build suitable brand-sponsor relationships. Combining creative and analytical thinking skills, students will develop effective social media and brand strategy plans while dealing with implementation issues and challenges in communicating key messages.
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Learning Outcomes	Determine key targeting strategies for consumer profiles of an event focused digital communications plan.
	Identify and evaluate communication channels to determine appropriate brand alignment for specific events
	Integrate consumer behaviour and brand theories into the design of a brand strategy and communication plan
	Collaborate with peers in the development of an integrated social media and brand strategy plan

Assessments	Details	Weighting
	Case study	30%
	Pitch Presentation	30%
	Integrated social media and brand strategy plan	40%

Graduate Attributes addressed in this subject	Preparedness
	Systematic and coherent body of knowledge
	Cognitive skills to analyse and critique, synthesise and consolidate knowledge
	Interpersonal skills
	Teamwork skills
	Communication skills